



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
933059-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WXII	Jamie Andrus	Eagle-Washington	National

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	693

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	933059	07888892

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
11		27

Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/16/12	10/19/12	M-F WXII 12 News @ 5 a 5-6am		- TWTF--	:30	4	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TWTF-- 4 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 5:28 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV21ACH \$300.00 NM									
3 WXII W 10/17/12 5:13 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV21ACH \$300.00 NM									
2 WXII Th 10/18/12 5:38 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV21ACH \$300.00 NM									
4 WXII F 10/19/12 5:39 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV21ACH \$300.00 NM									
2	10/22/12	10/22/12	M-F WXII 12 News @ 5 a 5-6am		M-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 M----- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 5:40 AM M-F WXII 12 News @ 5 am 5-6am :30 USPRTV21ACH \$300.00 NM									
3	10/16/12	10/17/12	M-F WXII 12 News @ 6 a 6-7am		- TW---	:30	2	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TW--- 2 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 6:12 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV21ACH \$725.00 NM									
2 WXII W 10/17/12 6:57 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV21ACH \$725.00 NM									
4	10/22/12	10/22/12	M-F WXII 12 News @ 6 a 6-7am		M-----	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 M----- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 6:30 AM M-F WXII 12 News @ 6 am 6-7am :30 USPRTV21ACH \$725.00 NM									
5	10/18/12	10/19/12	NBC Today Show	7-9am	---TF--	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 ---TF-- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Th 10/18/12 8:59 AM NBC Today Show 7-9am :30 USPRTV21ACH \$900.00 NM									
2 WXII F 10/19/12 8:44 AM NBC Today Show 7-9am :30 USPRTV21ACH \$900.00 NM									



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American Crossroads	American Crossroads	693	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/22/12	10/22/12	NBC Today Show	7-9am	M-----	:30	1	\$900.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 7:28 AM NBC Today Show 7-9am :30 USPRTV21ACH \$900.00 NM									
7	10/16/12	10/19/12	Live with Regis & Kelly	9-10AM	-TWTF--	:30	4	\$250.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTF-- Spots/Week 4 Rate \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 9:48 AM Live with Regis & Kelly 9-10AM :30 USPRTV21ACH \$250.00 NM									
2 WXII W 10/17/12 9:31 AM Live with Regis & Kelly 9-10AM :30 USPRTV21ACH \$250.00 NM									
4 WXII Th 10/18/12 9:56 AM Live with Regis & Kelly 9-10AM :30 USPRTV21ACH \$250.00 NM									
3 WXII F 10/19/12 9:38 AM Live with Regis & Kelly 9-10AM :30 USPRTV21ACH \$250.00 NM									
8	10/22/12	10/22/12	Live with Regis & Kelly	9-10AM	M-----	:30	1	\$250.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 9:21 AM Live with Regis & Kelly 9-10AM :30 USPRTV21ACH \$250.00 NM									
9	10/16/12	10/19/12	NBC Today Show II	10A-12N	-TWTF--	:30	4	\$100.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTF-- Spots/Week 4 Rate \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII Tu 10/16/12 10:59 AM NBC Today Show II 10A-12N :30 USPRTV21ACH \$100.00 NM									
1 WXII W 10/17/12 11:51 AM NBC Today Show II 10A-12N :30 USPRTV21ACH \$100.00 NM									
4 WXII Th 10/18/12 10:57 AM NBC Today Show II 10A-12N :30 USPRTV21ACH \$100.00 NM									
2 WXII F 10/19/12 11:52 AM NBC Today Show II 10A-12N :30 USPRTV21ACH \$100.00 NM									
10	10/22/12	10/22/12	NBC Today Show II	10A-12N	M-----	:30	1	\$100.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 11:59 AM NBC Today Show II 10A-12N :30 USPRTV21ACH \$100.00 NM									
11	10/16/12	10/19/12	M-F WXII 12 News @ No	12-1pm	-TWTF--	:30	4	\$250.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTF-- Spots/Week 4 Rate \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 12:27 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV21ACH \$250.00 NM									
3 WXII W 10/17/12 12:44 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV21ACH \$250.00 NM									
2 WXII Th 10/18/12 12:13 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV21ACH \$250.00 NM									
4 WXII F 10/19/12 12:58 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV21ACH \$250.00 NM									
12	10/22/12	10/22/12	M-F WXII 12 News @ No	12-1pm	M-----	:30	1	\$250.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 12:45 PM M-F WXII 12 News @ Noon 12-1pm :30 USPRTV21ACH \$250.00 NM									
13	10/16/12	10/19/12	M-F WXII 12 News @ 5 p	5-6pm	-TWTF--	:30	4	\$800.00	NM



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Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	693	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TWTF-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 5:36 PM M-F WXII 12 News @ 5 pm 5-6pm :30 USPRTV21ACH \$800.00 NM									
3 WXII W 10/17/12 5:39 PM M-F WXII 12 News @ 5 pm 5-6pm :30 USPRTV21ACH \$800.00 NM									
4 WXII Th 10/18/12 5:23 PM M-F WXII 12 News @ 5 pm 5-6pm :30 USPRTV21ACH \$800.00 NM									
2 WXII F 10/19/12 5:42 PM M-F WXII 12 News @ 5 pm 5-6pm :30 USPRTV21ACH \$800.00 NM									
14	10/16/12	10/19/12	M-F WXII 12 News @ 6 p 6-630pm		- TWTF--	:30	4	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TWTF-- 4 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 6:20 PM M-F WXII 12 News @ 6 pm 6-630pm :30 USPRTV21ACH \$1,000.00 NM									
4 WXII W 10/17/12 6:20 PM M-F WXII 12 News @ 6 pm 6-630pm :30 USPRTV21ACH \$1,000.00 NM									
2 WXII Th 10/18/12 6:23 PM M-F WXII 12 News @ 6 pm 6-630pm :30 USPRTV21ACH \$1,000.00 NM									
3 WXII F 10/19/12 6:26 PM M-F WXII 12 News @ 6 pm 6-630pm :30 USPRTV21ACH \$1,000.00 NM									
15	10/22/12	10/22/12	M-F WXII 12 News @ 6 p 6-630pm		M-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 M----- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 6:14 PM M-F WXII 12 News @ 6 pm 6-630pm :30 USPRTV21ACH \$1,000.00 NM									
16	10/16/12	10/18/12	M-Sun Nightly News	630p-7p	- TWT---	:30	3	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TWT--- 3 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 7:00 PM M-Sun Nightly News 630p-7p :30 USPRTV21ACH \$1,300.00 NM									
2 WXII W 10/17/12 7:00 PM M-Sun Nightly News 630p-7p :30 USPRTV21ACH \$1,300.00 NM									
3 WXII Th 10/18/12 7:00 PM M-Sun Nightly News 630p-7p :30 USPRTV21ACH \$1,300.00 NM									
17	10/22/12	10/22/12	M-Sun Nightly News	630p-7p	M-----	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/22/12 10/28/12 M----- 1 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 7:01 PM M-Sun Nightly News 630p-7p :30 USPRTV21ACH \$1,300.00 NM									
18	10/16/12	10/19/12	Inside Edition	7-730pm	- TWTF--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									
10/15/12 10/21/12 - TWTF-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 Inside Edition 7-730pm :00 \$800.00 NM See MG 18.5 ** offer different day ***									
4 WXII W 10/17/12 7:21 PM Inside Edition 7-730pm :30 USPRTV21ACH \$800.00 NM									
2 WXII Th 10/18/12 7:27 PM Inside Edition 7-730pm :30 USPRTV21ACH \$800.00 NM									
5 WXII F 10/19/12 7:12 PM Inside Edition 7-730pm :30 USPRTV21ACH \$800.00 NM MG for 18.1 10/16									
3 WXII F 10/19/12 7:29 PM Inside Edition 7-730pm :30 USPRTV21ACH \$800.00 NM									
19	10/22/12	10/22/12	Inside Edition	7-730pm	M-----	:30	1	\$800.00	NM



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Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	693	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	10/22/12	10/22/12	Inside Edition	7-730pm	M-----	:30	1	\$800.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 7:21 PM Inside Edition 7-730pm :30 USPRTV21ACH \$800.00 NM									
20	10/16/12	10/19/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$700.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTF-- Spots/Week 4 Rate \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WXII Tu 10/16/12 Entertainment Tonight 730-8pm :00 \$700.00 NM See MG 20.5									
5 WXII W 10/17/12 7:42 PM Entertainment Tonight 730-8pm :30 USPRTV21ACH \$700.00 NM MG for 20.3 10/16									
1 WXII W 10/17/12 7:56 PM Entertainment Tonight 730-8pm :30 USPRTV21ACH \$700.00 NM									
2 WXII Th 10/18/12 7:45 PM Entertainment Tonight 730-8pm :30 USPRTV21ACH \$700.00 NM									
4 WXII F 10/19/12 7:55 PM Entertainment Tonight 730-8pm :30 USPRTV21ACH \$700.00 NM									
21	10/16/12	10/20/12	M-Su WXII 12 News @ 1111-1135pm		-TWTFS-	:30	5	\$800.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTFS- Spots/Week 5 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 10/16/12 11:22 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
5 WXII W 10/17/12 11:29 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
1 WXII Th 10/18/12 11:33 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
3 WXII F 10/19/12 11:12 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
4 WXII Sa 10/20/12 11:27 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
22	10/22/12	10/22/12	M-Su WXII 12 News @ 1111-1135pm		M-----	:30	1	\$800.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 11:10 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 USPRTV21ACH \$800.00 NM									
23	10/16/12	10/19/12	NBC Tonight Show	1135pm-1237am	-TWTF--	:30	4	\$300.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWTF-- Spots/Week 4 Rate \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WXII Tu 10/16/12 12:31 AM NBC Tonight Show 1135pm-1237am :30 USPRTV21ACH \$300.00 NM									
1 WXII W 10/17/12 12:09 AM NBC Tonight Show 1135pm-1237am :30 USPRTV21ACH \$300.00 NM									
3 WXII Th 10/18/12 12:10 AM NBC Tonight Show 1135pm-1237am :30 USPRTV21ACH \$300.00 NM									
4 WXII F 10/19/12 12:20 AM NBC Tonight Show 1135pm-1237am :30 USPRTV21ACH \$300.00 NM									
24	10/22/12	10/22/12	NBC Tonight Show	1135pm-1237am	M-----	:30	1	\$300.00	NM
Weeks: Start Date 10/22/12 End Date 10/28/12 MTWTFSS M----- Spots/Week 1 Rate \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 11:59 PM NBC Tonight Show 1135pm-1237am :30 USPRTV21ACH \$300.00 NM									
25	10/16/12	10/18/12	M-F WXII News @ 430a	430a-5a	-TWT---	:30	3	\$50.00	NM
Weeks: Start Date 10/15/12 End Date 10/21/12 MTWTFSS -TWT--- Spots/Week 3 Rate \$50.00									



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Advertiser	Product	Estimate Number	
American Crossroads	American Crossroads	693	

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25	10/16/12	10/18/12	M-F WXII News @ 430a	430a-5a	- TWT---	:30	3	\$50.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Tu 10/16/12 4:40 AM M-F WXII News @ 430a 430a-5a :30 USPRTV21ACH \$50.00 NM									
2 WXII W 10/17/12 4:44 AM M-F WXII News @ 430a 430a-5a :30 USPRTV21ACH \$50.00 NM									
3 WXII Th 10/18/12 4:43 AM M-F WXII News @ 430a 430a-5a :30 USPRTV21ACH \$50.00 NM									
26	10/22/12	10/22/12	M-F WXII News @ 430a	430a-5a	M-----	:30	1	\$50.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/22/12 10/28/12 M----- 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII M 10/22/12 4:55 AM M-F WXII News @ 430a 430a-5a :30 USPRTV21ACH \$50.00 NM									
27	10/20/12	10/20/12	WXII 12 Sa/Su News at 6:6-8am		-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 10/20/12 7:49 AM WXII 12 Sa/Su News at 6am 6-8am :30 USPRTV21ACH \$400.00 NM									
28	10/20/12	10/20/12	Notre Dame Football	ND Football	-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Sa 10/20/12 4:17 PM Notre Dame Football ND Football :30 USPRTV21ACH \$400.00 NM									
29	10/21/12	10/21/12	NBC Sunday Today	8-9am	-----S	:30	1	\$700.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/21/12 8:29 AM NBC Sunday Today 8-9am :30 USPRTV21ACH \$700.00 NM									
30	10/21/12	10/21/12	NBC Meet the Press	9-10am	-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/15/12 10/21/12 -----S 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXII Su 10/21/12 10:00 AM NBC Meet the Press 9-10am :30 USPRTV21ACH \$500.00 NM									

Total Spots **67****Payment Terms 30 Days**Gross Total **\$38,075.00**Agency Commission **\$5,711.25**Net Amount Due **\$32,363.75**